



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Horsepower Media
815 SLATERS LN
ALEXANDRIA, VA 22314-1219

Contract # 5269251
Schedule Dates 06/07/22-06/30/22
Advertiser PhRMA (30825)
Agency Horsepower Media (19838)
Product POLITICAL ISSUE (ns) (1187)
Brand Est.14636 (1737944)
Salesperson Monares, Barbara (3870)
Sales Office WJLA/GJLA/EJLA
Buyer Name Forster, Jonathon
Phone/Fax /
CPE 14636
Account Types Local/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments PhRMA Est.14636
A18+
Sep: 30 mins

Date Entered 06/01/22
Last Modified 06/03/22
Entered By Alexa Schram
CO-OP No
External #
Demo A18+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$26,400.00
Net Total \$149,600.00
Sales Tax

Washington (WJLA)

| By Broadcast Month | Spots | Rate |
|---------------------|-----------|---------------------|
| Jun. 2022 | 30 | \$144,300.00 |
| Jul. 2022 | 10 | \$31,700.00 |
| Grand Total: | 40 | \$176,000.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|--|-----|----|----|----|----|----|----|----|-------|------------|-------------|-------------------|----------|---------|
| 1.0 | Revised Line / SPOT | 06/06/22-06/10/22 | 2 | :30 | 5:58:15A- News-7News ON YOUR SIDE at 6AM | 4 | X | X | X | X | X | | | | | | Washington (WJLA) | | 6/1/22 |
| 1.1 | Normal Line / SPOT | 06/07/22-06/10/22 | 2 | :30 | 5:58:15A- News-7News ON YOUR SIDE at 6AM | | | 1 | 1 | 1 | 1 | | | 4 | \$800.00 | \$3,200.00 | Washington (WJLA) | | 6/3/22 |
| 2.0 | Normal Line / SPOT | 06/13/22-06/17/22 | 2 | :30 | 5:58:15A- News-7News ON YOUR SIDE at 6AM | 4 | X | X | X | X | X | | | 4 | \$800.00 | \$3,200.00 | Washington (WJLA) | | 6/1/22 |
| 3.0 | Normal Line / SPOT | 06/20/22-06/24/22 | 2 | :30 | 5:58:15A- News-7News ON YOUR SIDE at 6AM | 3 | X | X | X | X | X | | | 3 | \$800.00 | \$2,400.00 | Washington (WJLA) | | 6/1/22 |
| 4.0 | Normal Line / SPOT | 06/27/22-06/30/22 | 2 | :30 | 5:58:15A- News-7News ON YOUR SIDE at 6AM | 4 | X | X | X | X | | | | 4 | \$800.00 | \$3,200.00 | Washington (WJLA) | | 6/1/22 |
| 5.0 | Revised Line / Access | 06/06/22-06/09/22 | 2 | :30 | 6:58:46P- Wheel Of Fortune | 3 | X | X | X | X | | | | | | | Washington (WJLA) | | 6/1/22 |
| 5.1 | Normal Line / Access | 06/07/22-06/09/22 | 2 | :30 | 6:58:46P- Wheel Of Fortune | | | 1 | 1 | 1 | | | | 3 | \$3,500.00 | \$10,500.00 | Washington (WJLA) | | 6/3/22 |
| 6.0 | Normal Line / Access | 06/13/22-06/16/22 | 2 | :30 | 6:58:46P- Wheel Of Fortune | 3 | X | X | X | X | | | | 3 | \$3,500.00 | \$10,500.00 | Washington (WJLA) | | 6/1/22 |
| 7.0 | Normal Line / Access | 06/20/22-06/23/22 | 2 | :30 | 6:58:46P- Wheel Of Fortune | 3 | X | X | X | X | | | | 3 | \$3,500.00 | \$10,500.00 | Washington (WJLA) | | 6/1/22 |
| 8.0 | Normal Line / Access | 06/27/22-06/30/22 | 2 | :30 | 6:58:46P- Wheel Of Fortune | 3 | X | X | X | X | | | | 3 | \$3,500.00 | \$10,500.00 | Washington (WJLA) | | 6/1/22 |
| 9.0 | Revised Line / Access | 06/06/22-06/10/22 | 2 | :30 | 7:27:41P- Jeopardy | 3 | X | X | X | X | X | | | | | | Washington (WJLA) | | 6/1/22 |

CONFIRMATION CONTRACT

| | | | | |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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| 9.1 | Normal Line / Access | 06/07/22-06/10/22 | 2 | :30 | 7:27-41P- Jeopardy | 3 | | X | X | X | X | | | 3 | \$6,000.00 | \$18,000.00 | Washington (WJLA) | | | 6/3/22 |
| 10.0 | Normal Line / Access | 06/13/22-06/17/22 | 2 | :30 | 7:27-41P- Jeopardy | 3 | X | X | X | X | X | | | 3 | \$6,000.00 | \$18,000.00 | Washington (WJLA) | | | 6/1/22 |
| 11.0 | Normal Line / Access | 06/20/22-06/24/22 | 2 | :30 | 7:27-41P- Jeopardy | 3 | X | X | X | X | X | | | 3 | \$6,000.00 | \$18,000.00 | Washington (WJLA) | | | 6/1/22 |
| 12.0 | Normal Line / Access | 06/27/22-06/30/22 | 2 | :30 | 7:27-41P- Jeopardy | 3 | X | X | X | X | | | | 3 | \$6,000.00 | \$18,000.00 | Washington (WJLA) | | | 6/1/22 |
| 13.0 | Normal Line / SPOT | 06/26/22-06/26/22 | 2 | :30 | 8:59A- ABC-This Week | | | | | | | | 1 | 1 | \$50,000.00 | \$50,000.00 | Washington (WJLA) | | | 6/1/22 |
| | | | | | | | | | | | | | | | | | | | | |

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